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Now!

New Specials for you on Azaleamum

TRADE MARK

3 New for \$2.19

All Four for only \$2.65

Azaleamums, and to make it easy for you to buy, we have arranged these new groups at special prices. The two new groups on this page are unusually fine, either one will make a marvelous display in your garden. By all means order Azaleamum, it will give you more value for your money than any flower that has ever been grown.

Every flower lover in the United States should have the sensational

For those who have misplaced their catalogs, we repeat here the offers that appear on pages 38 and 39 of our Garden Beauty Book. See offers at the right.

This collection of three is made for the benefit of those who already have the Pink Azaleamum. You receive

- 1 Royal Red Azaleamum\$1.00
- 1 Bronze Beauty Azaleamum 1.00
- 1 Magic White Azaleamum 1.00

Total Value\$3.00

Special Price for the Three, ONLY \$2.19. Hardy.

This collection is for those who want the Red shown on page 39 of our catalog. The Red Azaleamum seems to thrive particularly well in the South and everyone south of the Ohio River should order this collection. You receive

- 1 Bronze Beauty Azaleamum\$1.00
- 1 Magic White Azaleamum 1.00
- 1 Royal Red Azaleamum 1.00
- 1 Cameo Queen (Pink) Azaleamum65

Total Value\$3.65
Special Price, ONLY \$2.65.

Azaleamum does just as well for customers as it does for us. Many report even more flowers per plant than we have ever counted. Here is a picture sent to us by John L. Sigmund of Pennsylvania. Mr. Sigmund says: "When I first saw the colored picture of Azaleamum I doubted that such a mass of beauty ever existed. However, I sent for and received a plant. I talked to it—you know a real lover of flowers talks to them—and the more I talked, the more it grew. Finally I was speechless, for my little plant had developed into a thing of beauty—a joy to me and to my neighbors and friends. I tried to count the blossoms but got lost among the blossoms. It was the very last to show the effects of a terrible 'freeze'—not a frost—October 26th. I am enclosing a snapshot of the plant."

JOHN L. SIGMUND.



TRADE MARK
AZALEAMUM, MAGIC WHITE. Really one of the most beautiful flowers you ever saw. Blossoms first open a very delicate pink, then as they become fully opened this turns to white with faint yellow center, giving the effect of a beautiful snowdrift tinged with the rays of the setting sun when plant is in full blossom. Every garden should have the white Azaleamum. **HARDY.**



Each blossom is a beautiful flower by itself, like the picture shown here. Fine for cutting, and remember, you can cut dozens of flowers from your Azaleamum and hardly know the plant has been touched, there are so many of them.

BLOOMS FIRST YEAR

You do not have to wait for flowers with Azaleamum. Azaleamum planted this spring will ordinarily start to bloom by the middle of August, often earlier, and will continue with loads of flowers until stopped by freezing or frost in the fall. See the letter from Mr. Sigmund at the far left.

SECOND YEAR Azaleamum does even better than the first year. We counted over 4,000 blossoms on a second year plant.

HARDY. Lives through the winter.

Azaleamum and Golden Glorymum

- 1 Pink Azaleamum .65
- 1 White Azaleamum \$1.00
- 1 Bronze Azaleamum \$1.00
- 1 Golden Glorymum \$1.15
- Total Value \$3.80

2 Each
(8 in All)
\$6 Value!
for only **\$5.00**

This amazing Golden Glorymum shown on the other side of this folder looks so well with Azaleamum that we make this combination offer. Azaleamum and Golden Glorymum go fine together. All flower lovers should have both.

\$2.99

You get all four for only

Prices: Magic White (Above) and Bronze Beauty (Below) \$1.00 each; 3 for \$2.35; 6 for \$3.97



TRADE MARK
AZALEAMUM, CAMEO QUEEN. The pink Azaleamum has lost none of its glory in spite of the three new colors now offered you, and every order should include at least one of these beautiful plants. Flowers open deep orchid-pink, then change to light orchid with creamy center, finally salmon-pink with soft yellow center. Has a record of nearly 3,000 flowers on one plant first year. **HARDY.**

Order Now!

Send your orders for Azaleamum and Golden Glorymum at once and be sure of getting them. We reserve the plants for you as soon as your order is received. Many were disappointed last year from ordering too late. Order now.

All plants shipped by parcel post are shipped postage prepaid and you remit the amount of postage to us after you receive the plants.

Prices

Cameo Queen
65c each - 2 for \$1.00
4 for \$1.85 - 6 for \$2.60

Magic White and Bronze Beauty
\$1.00 each 3 for \$2.35 6 for \$3.97

Potted Plants

See details of our easy plan for payment of postage above.

Order Only From

R. M. Kellogg Co.

Three Rivers, Mich.



TRADE MARK
AZALEAMUM, BRONZE BEAUTY. The beautiful feature of this plant is the way the flowers appear in a variety of beautiful bronze shades. As flowers first open they are a warm rich red-bronze. This then turns to a bronzy yellow with red-bronze center, giving a delightful effect, then later the flowers lighten to a beautiful golden shade. All these colors are on the plant at one time, giving the most beautiful effect you can imagine. Later all the flowers turn to bronzy yellow. **HARDY.**



Blossoms Like These

Just imagine beautiful golden yellow blossoms like the above wholly covering a huge plant 3 to 4 feet across and 1½ feet high. Each blossom is a beautiful flower that would make you enthusiastic even if they were not produced in such large quantities, yet there are so many of these you can use lots for beautiful cut flowers and still hardly see where the plant has been robbed. Flowers natural size. Aren't they beautiful!

New!

New this year (1937). Never introduced before. Not to be found in your neighbor's garden; not sold by any other nursery—that's the story of Golden Glorymum's newness. You can be sure when you order this amazing new plant that you will have something never before seen in your locality or in the entire world.

Dozens of people are going to exclaim with amazement when they see Golden Glorymum for the first time blooming in your garden, and you are going to be delighted at their amazement. Every flower lover likes to have the admiration and praise of friends. You will have loads of both for your Golden Glorymum. If you don't order anything else, be sure to order the Golden Glorymum. This is the one flower above all others that you should have in your garden this year.

Dazzler Carnation starts blooming six to eight weeks after planting, and continues until frost with a glorious blaze of fiery red color.



ORDER NOW!
Supply Limited

TRADE MARK
DAZZLER
CARNATION

2029

COLOR PHOTO
This picture is an actual color photograph and gives an accurate idea of Golden Glorymum's amazing coloring.

2,029 beautiful fully opened blossoms on this one plant—that's the actual count made after cutting the blossoms off and counting them one by one. And in addition to the open blossoms, there were enough buds to bring the total well over 4,000. Can't you imagine the breath-taking beauty of this new and spectacular flower? Can't you imagine the excitement it is going to create among all who see it in your garden?

Let us emphasize again that the 2,029 blossoms were open blossoms. Closed buds were not included in this count.

Here's pure gold for you in a rich mass of color so amazing that you can hardly believe your eyes. Golden Glorymum is a startling contrast to anything else that has so far been introduced. It is a blossom display that will make everyone marvel.

You Can Have Golden Glorymum in Your Garden

Do not hesitate to order Golden Glorymum. Golden Glorymum is a hardy perennial that will grow and bloom profusely anywhere in the United States. It requires no particular soil and no particular care. It is easy to plant and easy to grow. You can grow it whether you are an amateur or a seasoned gardener. We offer you Golden Glorymum in our Golden Anniversary year with full confidence that you will say it is the greatest flower ever originated.

Price \$1.15 ea.
Special Offer
3 for \$2.65
6 for \$4.95

Singly these plants are priced at \$1.15 each and worth it, but to give you a start we offer 2 strong potted plants for only \$1.95; 4 for \$3.45; 6 for \$4.95.

Everblooming Hardy

Dazzler is the amazing new Hardy Carnation that has so quickly replaced all others. It is gorgeous in your garden and gorgeous as a cut flower. Each plant makes a large showy clump with 20 to 30 strong, upright blooming stalks each 15 to 20 inches high and supporting flowers in great profusion. 40 to 50 richly clove-scented flowers open on a plant at one time. Very hardy. Has stood 15 degrees below zero without injury. Blooms first year.

Dazzler Carnation is another of those flowers that are essential in your garden. The delight you will have from Dazzler Carnation will be worth many times the low price we ask for the plants.

PRICES:
Strong potted plants
Each \$0.40
3 for95
8 for 1.85
25 for 5.00

8 for \$1.85

Fully Open Blossoms on One Plant!



Hardy

Golden Glorymum is a hardy perennial that lives through the winter out-of-doors. Requires very little protection. Withstands severe freezing weather. Blooms even more heavily the second season than the first.

Golden Glorymum

Everblooming GREEN THROATED Lily

We wish we could show you the beautiful apple-green throat of this new Lily. We have been unable to actually reproduce this color, you must see the actual Lilies blooming to appreciate it. Rest of the Lily is beautiful white excepting for occasional streaks of maroon on the outside, and don't forget that they are everblooming. They make a new record in length of blooming period for Lilies, starting in August and continuing until stopped by heavy frost.

Prices: 40c each; 2 for 69c; 3 for 97c; 4 for \$1.15; 8 for \$1.97; 25 or more at 20c each. All bulbs blooming size.



FROM JAPAN

We went clear to Japan to get our start with these new Green-Throated Lily bulbs. We searched the world for strong, blooming size bulbs that could be relied upon to grow for you vigorously. The bulbs we furnish you are all tested and proven bloomers that will bloom for you the first season.



Mammoth Size!

Large, beautiful trumpets, 7 inches long, 5 to 6½ inches across! Green-Throated Lily gives you a tremendous lot of beauty for your money.

WARNING: Golden Glorymum is new, the result of a scientific cross. Obtainable only from Kellogg's. Patent applied for.

Mother of Them All!

The Golden Glorymum plant, shown above, in such a blaze of glory, is the beautiful mother of all the plants that we offer for sale. It is the original Golden Glorymum plant from which cuttings are taken to produce the plants you buy and plant in your garden. Order Golden Glorymum and enjoy its amazing beauty now.

With only this one plant as a start, only a limited number of plants can be produced this season. It is important that you order at once if you want to be sure of yours.

Prices: Strong, potted plants with ball of earth on roots, \$1.15 each; 2 for \$1.95; 3 for \$2.65; 4 for \$3.45; 6 for \$4.95.



GOLDEN GLORYMUM

Botanically Golden Glorymum belongs to the Chrysanthemum family. Blooming season late August to frost; color of flowers golden yellow; height 1½ to 2 feet; spread 1 to 3 feet. Produces hundreds of blossoms at one time first year and still more the second year. **Hardy.** PRICES: Strong pot-grown plants, \$1.15 each; 2 for \$1.95; 3 for \$2.65; 4 for \$3.45; 6 for \$4.95.